



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract # 325181

Schedule Dates 10/23/12-10/29/12
Advertiser Pol/B Obama/D/Pre/US (16256)
Agency Greer, Margolis, Mitchell & Associates (2890)
Product Political - Federal Candidate (1067)
Brand 1537/OBAMA FOR AMERICA (134149)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name BASSETT, LAURA
Phone/Fax /
CPE 95/101/1537
Account Types National/Political
Billing Type Standard
Comments OBAMA FOR AMERICA

Date Entered 08/02/12
Last Modified 08/02/12
Entered By Jill Hipskind
CO-OP No
Headline # 06260361
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$20,240.25
Net Total \$114,694.75
Sales Tax

Charlotte (WSOC)

By Broadcast Month
Oct. 2012 \$111,975.00
Nov. 2012 \$22,960.00
Grand Total: \$134,935.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	5A- 6A (EST)	6		X	X	X	X			6	\$375.00	\$2,250.00	Charlotte (WSOC)		8/2/12
2.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	6A- 7A (EST)	6		X	X	X	X			6	\$750.00	\$4,500.00	Charlotte (WSOC)		8/2/12
3.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	7A- 9A (EST)			4	4	4	4			16	\$700.00	\$11,200.00	Charlotte (WSOC)		8/2/12
4.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	6A- 8A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		8/2/12
5.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	8A- 9A (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)		8/2/12
6.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	6A- 8A (EST)								1	1	\$250.00	\$250.00	Charlotte (WSOC)		8/2/12
7.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	8A- 9A (EST)								1	1	\$450.00	\$450.00	Charlotte (WSOC)		8/2/12
8.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	9A- 10A (EST)	4		X	X	X	X			4	\$245.00	\$980.00	Charlotte (WSOC)		8/2/12
9.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	10A- 11A (EST)	4		X	X	X	X			4	\$245.00	\$980.00	Charlotte (WSOC)		8/2/12
10.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	11A- 12P (EST)	4		X	X	X	X			4	\$325.00	\$1,300.00	Charlotte (WSOC)		8/2/12
11.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	12P- 1P (EST)	4		X	X	X	X			4	\$245.00	\$980.00	Charlotte (WSOC)		8/2/12
12.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	12P- 12:30P (EST)							1		1	\$200.00	\$200.00	Charlotte (WSOC)		8/2/12
13.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	12P- 12:30P (EST)								1	1	\$200.00	\$200.00	Charlotte (WSOC)		8/2/12
14.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	3P- 4P (EST)	3		X	X	X	X			3	\$265.00	\$795.00	Charlotte (WSOC)		8/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Charlotte, NC 28206-2700

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Buyer Name BASSETT, LAURA
Phone/Fax /
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Account Types National/Political
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Comments OBAMA FOR AMERICA

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Commission % 15.00
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Net Total \$114,694.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 108 \$111,975.00
Nov. 2012 20 \$22,960.00
Grand Total: 128 \$134,935.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	4P- 5P (EST)	4		X	X	X	X			4	\$600.00	\$2,400.00	Charlotte (WSOC)		8/2/12
16.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	5P- 5:30P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
17.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	5:30P- 6P (EST)	4		X	X	X	X			4	\$750.00	\$3,000.00	Charlotte (WSOC)		8/2/12
18.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	6P- 6:30P (EST)	6		X	X	X	X			6	\$900.00	\$5,400.00	Charlotte (WSOC)		8/2/12
19.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	6P- 6:30P (EST)							1		1	\$390.00	\$390.00	Charlotte (WSOC)		8/2/12
20.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	6P- 6:30P (EST)								1	1	\$925.00	\$925.00	Charlotte (WSOC)		8/2/12
21.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	7P- 7:30P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
22.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	7:30P- 7:56P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
23.0	Normal Line / Spot	10/23/12-10/28/12	6	:30	11P- 11:35P (EST)	6		X	X	X	X	X		6	\$750.00	\$4,500.00	Charlotte (WSOC)		8/2/12
24.0	Normal Line / Spot	10/23/12-10/25/12	6	:30	11:35P- 12:02A (EST)	4		X	X	X				4	\$375.00	\$1,500.00	Charlotte (WSOC)		8/2/12
25.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	8P- 10P (EST)		2							2	\$4,800.00	\$9,600.00	Charlotte (WSOC)		8/2/12
26.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10P- 11P (EST)		1							1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		8/2/12
27.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	9P- 10P (EST)			2						2	\$6,000.00	\$12,000.00	Charlotte (WSOC)		8/2/12
28.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	10P- 11P (EST)			1						1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/2/12

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Telerep/Philadelphia

Buyer Name

BASSETT, LAURA

Phone/Fax

/

CPE

95/101/1537

Account Types

National/Political

Billing Type

Standard

Comments

OBAMA FOR AMERICA

Date Entered 08/02/12

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Entered By Jill Hipskind

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29.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	8:30P- 9P (EST)	1			1					1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/2/12
30.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	9P- 9:30P (EST)	1			1					1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		8/2/12
31.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	10P- 11P (EST)	1			1					1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		8/2/12
32.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	8P- 9P (EST)	1				1				1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		8/2/12
33.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	9P- 10P (EST)	1				1				1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		8/2/12
34.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	10P- 11P (EST)	1				1				1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		8/2/12
35.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	8P- 9P (EST)	1					1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		8/2/12
36.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	9P- 10P (EST)	1					1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		8/2/12
37.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	10P- 11P (EST)	1					1			1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		8/2/12
38.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	7P- 8P (EST)	1						1		1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		8/2/12
39.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	8P- 9P (EST)	1						1		1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/2/12
40.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	9P- 10P (EST)	1						1		1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		8/2/12
41.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5A- 6A (EST)	1	X							1	\$375.00	\$375.00	Charlotte (WSOC)		8/2/12
42.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6A- 7A (EST)	1	X							1	\$750.00	\$750.00	Charlotte (WSOC)		8/2/12

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43.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	7A- 9A (EST)	1	X							1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12
44.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	9A- 10A (EST)	1	X							1	\$245.00	\$245.00	Charlotte (WSOC)		8/2/12
45.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10A- 11A (EST)	1	X							1	\$245.00	\$245.00	Charlotte (WSOC)		8/2/12
46.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10-58A- 12P (EST)	1	X							1	\$325.00	\$325.00	Charlotte (WSOC)		8/2/12
47.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	12P- 1P (EST)	1	X							1	\$245.00	\$245.00	Charlotte (WSOC)		8/2/12
48.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5P- 5:30P (EST)	1	X							1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12
49.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5:30P- 6P (EST)	1	X							1	\$750.00	\$750.00	Charlotte (WSOC)		8/2/12
50.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	11P- 11:35P (EST)	1	X							1	\$750.00	\$750.00	Charlotte (WSOC)		8/2/12
51.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	11:35P- 12:02A (EST)	1	X							1	\$375.00	\$375.00	Charlotte (WSOC)		8/2/12
52.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	12:05A- 12:35A (EST)	2					X			2	\$375.00	\$750.00	Charlotte (WSOC)		8/2/12
53.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6P- 6:30P (EST)	1	X							1	\$900.00	\$900.00	Charlotte (WSOC)		8/2/12
54.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6:58P- 7:30P (EST)	1	X							1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12
55.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	7:30P- 7:56P (EST)	1	X							1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

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HARRIS REPORT FROM REP
AUG1/12 14.59
*** WSOC-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START:	:END:	:SPTS:	WEEK	:DAYS:	:TOTL:
:	LINE#:	:	:	:	:	:	DATE	DATE	/WK:	INVT	:	:SPTS:
AGENCY ADVERTISER CODE = 95												
AGENCY EST# = 1537												
AGENCY PRODUCT CODE = 101												
1			500A-600A	30		\$375.00	10/23	10/29	7		TU-F,M	7
PROGRAM : EYE-5AM DAYBRK												
2			600A-700A	30		\$750.00	10/23	10/29	7		TU-F,M	7
PROGRAM : EYE NWS DAYBRK												

01
AUG1/12 14.59
*** WSOC-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	:RATE	:START	:END	:SPTS:	:WEEK:	:DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	:DATE	:DATE	: /WK:	: INVT :	:	:SPTS:
3			700A-900A	30		\$700.00	10/23	10/29	20		TU-F,M	20
PROGRAM : GD MRN AMR-ABC												
4			600A-800A	30		\$225.00	10/27	10/27	1		SAT	1
PROGRAM : EYE NW SA MRN1/EYE NW SA MRN2												
5			800A-900A	30		\$400.00	10/27	10/27	1		SAT	1
PROGRAM : GD MRN-SAT-ABC												
6			600A-800A	30		\$250.00	10/28	10/28	1		SUN	1
PROGRAM : EARLY MORNING												
7			800A-900A	30		\$450.00	10/28	10/28	1		SUN	1
PROGRAM : EARLY MORNING												
8			900A-1000A	30		\$245.00	10/23	10/29	5		TU-F,M	5
PROGRAM : LIVE WTH KELLY												
9			1000A-1100A	30		\$245.00	10/23	10/29	5		TU-F,M	5
PROGRAM : DR. PHIL												
10			1100A-1200N	30		\$325.00	10/23	10/29	5		TU-F,M	5
PROGRAM : VIEW-ABC												
11			1200N-100P	30		\$245.00	10/23	10/29	5		TU-F,M	5
PROGRAM : EYEWIT MIDDAY												
12			1200N-1230P	30		\$200.00	10/27	10/27	1		SAT	1
PROGRAM : EYEWIT MDDY SA												
13			1200N-1230P	30		\$200.00	10/28	10/28	1		SUN	1
PROGRAM : AVG. ALL WKS												
14			300P-400P	30		\$265.00	10/23	10/29	3		TU-F,M	3
PROGRAM : GENRL HOSPITAL												

FAX# 610-225-1191
 REPORT FROM REP
 AUG1/12 14.59
 *** WSOC-TV ***

LINE#	DATE	PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	12/15/20	1	30	30	1000	12/15/20	12/15/20	1	1	W	1
2	12/16/20	1	30	30	1000	12/16/20	12/16/20	1	1	T	2
3	12/17/20	1	30	30	1000	12/17/20	12/17/20	1	1	F	3
4	12/18/20	1	30	30	1000	12/18/20	12/18/20	1	1	S	4
5	12/19/20	1	30	30	1000	12/19/20	12/19/20	1	1	S	5
6	12/20/20	1	30	30	1000	12/20/20	12/20/20	1	1	S	6
7	12/21/20	1	30	30	1000	12/21/20	12/21/20	1	1	S	7
8	12/22/20	1	30	30	1000	12/22/20	12/22/20	1	1	S	8
9	12/23/20	1	30	30	1000	12/23/20	12/23/20	1	1	S	9
10	12/24/20	1	30	30	1000	12/24/20	12/24/20	1	1	S	10
11	12/25/20	1	30	30	1000	12/25/20	12/25/20	1	1	S	11
12	12/26/20	1	30	30	1000	12/26/20	12/26/20	1	1	S	12
13	12/27/20	1	30	30	1000	12/27/20	12/27/20	1	1	S	13
14	12/28/20	1	30	30	1000	12/28/20	12/28/20	1	1	S	14
15	12/29/20	1	30	30	1000	12/29/20	12/29/20	1	1	S	15
16	12/30/20	1	30	30	1000	12/30/20	12/30/20	1	1	S	16
17	12/31/20	1	30	30	1000	12/31/20	12/31/20	1	1	S	17
18	1/1/21	1	30	30	1000	1/1/21	1/1/21	1	1	S	18
19	1/2/21	1	30	30	1000	1/2/21	1/2/21	1	1	S	19
20	1/3/21	1	30	30	1000	1/3/21	1/3/21	1	1	S	20
21	1/4/21	1	30	30	1000	1/4/21	1/4/21	1	1	S	21
22	1/5/21	1	30	30	1000	1/5/21	1/5/21	1	1	S	22
23	1/6/21	1	30	30	1000	1/6/21	1/6/21	1	1	S	23
24	1/7/21	1	30	30	1000	1/7/21	1/7/21	1	1	S	24
25	1/8/21	1	30	30	1000	1/8/21	1/8/21	1	1	S	25
26	1/9/21	1	30	30	1000	1/9/21	1/9/21	1	1	S	26
27	1/10/21	1	30	30	1000	1/10/21	1/10/21	1	1	S	27
28	1/11/21	1	30	30	1000	1/11/21	1/11/21	1	1	S	28
29	1/12/21	1	30	30	1000	1/12/21	1/12/21	1	1	S	29
30	1/13/21	1	30	30	1000	1/13/21	1/13/21	1	1	S	30
31	1/14/21	1	30	30	1000	1/14/21	1/14/21	1	1	S	31
32	1/15/21	1	30	30	1000	1/15/21	1/15/21	1	1	S	32
33	1/16/21	1	30	30	1000	1/16/21	1/16/21	1	1	S	33
34	1/17/21	1	30	30	1000	1/17/21	1/17/21	1	1	S	34
35	1/18/21	1	30	30	1000	1/1					

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
39			800P-900P	30		\$4,500.00	10/28	10/28	1		SUN	1
PROGRAM : ONCE UPON A TIME												
40			900P-1000P	30		\$5,000.00	10/28	10/28	1		SUN	1
PROGRAM : REVENGE												
OCT/12	121835.00		NOV/12	13100.00								
											CONTRACT TOTAL	134935.00
											TOTAL SPOTS	128

MARKET TOTALS \$313,802

WSOC 43%

WJZY 2%

WCCB 10%

WCNC 15%

WBYT 2%

WAXN 2%

WBTV 26%

CABL 0%

SVC- NSI

DEMOS- RA35+*